



2022  
SHIN  
GROUP

# Overview



**SHIN** Group Corporation., which began business venture in 2012, currently specializes in the development and production of unique, high-quality alcoholic beverages and is the sole distributor of the world's many leading spirits brands, with a large global sales network. Our global sales channels, in addition to our vast marketing experience and capabilities, has established the Shin Group as the preferred choice for business partners around the world to explore and enter new markets.

Through a joint venture, Shin Group and our strategic partners, Shinobu Distillery in Niigata and Masahiro Distillery in Okinawa, Japan, co-own core brands and co-produce quality alcoholic products for export to the global market. Our current flagship brands include Shinobu Whisky, Shin Whisky, Kujira Whisky, Masahiro Whisky, SeaRa Vodka, Masahiro Gin, Shanhailan Ryukyu Baijiu, and Gekiuma Cocktail, Shinobu Highball, etc., We also work closely with renowned distilleries and breweries in Japan, such as Eigashima Distillery, Shinzato Distillery, Kumesen Distillery, Nagahama Distillery, Asaka Distillery, Suzuki Shuzo, and Asahara Brewery, as well as Scotland's Wolfburn Distillery and Glasgow Distillery, as the sole agent and co-operator for many of their well-known brands. Some of these brands include Akashi Whisky, Kanekou Whisky, Nagahama Whisky, Yamazakura Whisky, Hideyoshi Sake, Kamitaka Sake, Musashino Sake, Wolfburn Single Malt Whisky, 1770 Single Malt Whisky and more. Our broad range of products establishes us as the leading professional agent in both local and global markets.

Shin Group currently has an expanding distribution network of more than 40 countries and regions worldwide. We work with over 100 distributors and large retailers in the United States, Europe, Greater China,

Russia, Southeast Asia, South Africa, and Latin America to increase brand awareness in different markets around the world. Shin Group's headquarters based in Greater China (Hong Kong, Taipei and Shanghai) and has partner companies in Japan, Singapore, and Canada. After years of hard work, we have established ourselves as a group enterprise specializing in market development and distribution with deep roots in the alcohol industry we serve.

## Integrity and Honesty

Shin Group has always adhered to the principle of integrity and honesty in our collaboration with our global clients and partnering producers. We aim to deliver the most genuine, highest quality alcoholic products straight from the source to our customers.

## Balanced and Comprehensive

In addition to Japanese Spirits, Shin Group produces and distributes a broad range of other alcoholic drinks such as Scotch Whisky, Sake, Plum Wine, Shochu, Highball, Craft Beer, Cocktails, and Baijiu. We continuously diversify our product portfolio to meet the needs of our customers, as we strive to be a trendsetter of a new drinking culture and lifestyle.

## Imaginative and Creative

Shin Group works with our partners to develop new types of alcoholic beverages, resulting in unique drinks such as Ryukyu Whisky and Baijiu. We collaborate with distilleries around the world to launch a variety of products under the Shin brand, including the Whisky, Fruit Wine and Cocktail series. As a company, we encourage our global employees to push for creativity and innovation with an open mind for new ideas to develop one of a kind, high value-added products.



千崎弥五郎源

忍

SHINOBU



則休ハ浮田氏の臣酒先駁  
るう毛利家ふあつて幼  
士才のとき従  
勇少年るう同  
弥左門の名跡とつ  
監治家ふは横目役  
とつめ百三十石と知  
行役料七両とつ  
主家離散の後  
由良之助の下知  
あつて関東ふ  
くう町人ふ身  
と實傳手と  
かゝて師直の  
屋鋪ふ入込万事と  
由良之助ふ告ふ  
より大ひふ便と得  
一同ふ本望と達▲

▲もろふのうへ  
莫太の功とまへ一行年三十九才り

辞世  
人き只いふぬるをや  
ほほめあふくはうは  
くもん  
ふみまふき

空去赤穂窺敵國  
同心誠刀衆屯洲  
生前擔扇賣甲孰  
神與五郎獨則休

死袖をふ  
付くる文

十賞寺中  
より

人の母のこゝろ

こゝろをわきま  
消るあきしめ

## SHINOBU DISTILLERY



# SHINOBU

## BRAND STORY



*All the SHINOBU Whisky are matured in precious Japanese Mizunara casks for extracting the best flavor from the oaks. Famous for imparting rich, luscious flavors of apples, pears, cloves and nutmegs, Mizunara Oak has been used in Japan since the 1930s and is now sought-after by whisky makers around the world. All SHINOBU whiskies are made without chill-filtration nor added color to protect and enhance their complex and robust character.*

SHINOBU DISTILLERY is located in Niigata Prefecture, surrounded by Sea of Japan and beautiful mountains. Niigata is praised for its three “white treasures” – the Snow, Rice, and Sake. Our founder and Master Blender, Mr. Ken Usami, believes that this is the dreamed place for distilling the best Japanese craft whisky, thus started establishing the first distillery in Niigata. As the word “SHINOBU” in Japanese, Mr. Usami believes the “forbearance” and “patience” is the most crucial element of making quality whisky, and the whisky itself is the essence of time. In 2017, the Japanese government granted Mr. Usami the first whisky distilling license in Niigata Prefecture, to praise the passion and innovation that SHINOBU Whisky showcased. Because of the high demand, we are expanding the existing distillery and constructing another new distillery in 2021. The new expansion distillery will include two tailor-made pot stills, 3000L and 2000L respectively, ordered from Carl GmbH in Germany. The second Shinobu Distillery will be located in “Tsugawa” area, and will install two smaller distillers, 2000L and 1500L, and use geothermal heat from nearby hot spring for distillation.

This will be the first Japanese whisky distillery using geothermal energy, and probably the first in the world. The aim of the new Shinobu Distillery is to produce single malts with true Japanese flavors, and to be environmental sustainability to the land.





“  
*SAMURAI SPIRITS*  
*SHINOBU WHISKY*  
”



# SHINOBU

## Blended Whisky

### Mizunara Oak Finish

43%alc. 700ml

#### PRODUCT DESCRIPTION

- Hand Crafted by Master Distiller, Mr. Ken Usami.
- 50% malt and 50% grain for the best balance and ultimate taste.
- Finished in precious Japanese Mizunara oak barrels.
- All natural without coloring.

#### TECHNICAL INFORMATION

- Aged in ex-Sherry and ex-Bourbon Casks.
- Finished in Japanese Mizunara Casks.

#### TASTING NOTE

- Nose | Butter, Coconuts candy, mint, grass, wood.
- Palate | Smooth, a bit oily, hint of Chinese incense, butter, vanilla.
- Finish | Sandalwood, vanilla.

#### AWARDS

- Silver (World Whisky Awards, 2022)
- Silver 90pts (International Wine & Spirit Competition 2021)
- Gold (76th Wine & Spirits Wholesalers of America, 2019)
- Gold (San Francisco World Spirits Competition, 2019)
- Gold (International Whisky Competition, 2019)



#### PACKAGE SPEC

PRODUCT NAME	BOTTLES PER CASE	CASES PER LAYER	LAYERS	BOTTLES/PALLET
SHINOBU Blended Whisky Mizunara Oak Finish	6	18	7	756





# SHINOBU

## Pure Malt Whisky

### Mizunara Oak Finish

43%alc. 700ml

#### PRODUCT DESCRIPTION

- Carefully selects the best malt whisky from around the world.
- Finished in precious Japanese Mizunara oak barrels.
- Unique fusion of flavors and dynamic explosion in palate.
- All natural without coloring.

#### TECHNICAL INFORMATION

- Aged in ex-Sherry and ex-Bourbon Casks.
- Finished in Japanese Mizunara Casks.

#### TASTING NOTE

- Nose | Vanilla, plums, minty.
- Palate | Slightly sweet, spices, vanilla, citrus, smoky oak.
- Finish | Medium, sweet, woody, minty, slight bitterness.

#### AWARDS

- Silver 91pts (International Wine & Spirit Competition 2022)
- Silver (San Francisco World Spirits Competition, 2020)
- Silver (76th Wine & Spirits Wholesalers of America, 2019)
- 89 pts (Ultimate Spirits Challenge, 2019)



#### PACKAGE SPEC

PRODUCT NAME	BOTTLES PER CASE	CASES PER LAYER	LAYERS	BOTTLES/PALLET
SHINOBU Pure Malt Whisky Mizunara Oak Finish	6	18	7	756



# SHINOBU

## 10 Years Old

## Pure Malt Whisky

### Mizunara Oak Finish

43%alc. 700ml

#### PRODUCT DESCRIPTION

- Carefully selects the best malt whisky from around the world.
- Aged more than 10 years in Sherry and Bourbon casks.
- Finished in precious Japanese Mizunara oak barrels for 6 months.
- Multi-award winner.
- All natural without coloring.

#### TECHNICAL INFORMATION

- Aged in ex-Sherry and ex-Bourbon Casks for more than 10 years.
- Finished in Japanese Mizunara Casks for 6 months.

#### TASTING NOTE

- Nose | Candied orange peel, toffee, and toasted hazelnut.
- Palate | Mellow and sweet with a hint of pepper and spices.
- Finish | Long finish with caramel, and unique sandalwood flavors.

#### AWARDS

- Category Winner (World Whisky Awards, 2022)
- Gold (The Drinks & Spirits Business Spring Tasting 2022)
- Gold Medal (International Spirits Challenge, 2020)



#### PACKAGE SPEC

PRODUCT NAME	BOTTLES PER CASE	CASES PER LAYER	LAYERS	BOTTLES/PALLET
SHINOBU 10YO Pure Malt Whisky Mizunara Oak Finish	6	18	7	756





# SHINOBU

## 15 Years Old

## Pure Malt Whisky

### Mizunara Oak Finish

43%alc. 700ml

#### PRODUCT DESCRIPTION

- Carefully selects the best malt whisky from around the world.
- Aged more than 15 years in Sherry and Bourbon casks.
- Finished in precious Japanese Mizunara oak barrels.
- Category Winner in 2020 World Whisky Award.
- All natural without coloring.

#### TASTING NOTE

- Nose | Fresh oak note with a touch of vanilla and florals.
- Palate | Ripe fruit, lemon peel, leather, cinnamon, ginger.
- Finish | Long finish with oak barrels and a touch of fruity flavor.

#### TECHNICAL INFORMATION

- Aged in ex-Sherry and ex-Bourbon Casks for more than 15 years.
- Finished in Japanese Mizunara Casks for 6 months.

#### AWARDS

- Category Winner (World Whisky Awards, 2020)



#### PACKAGE SPEC

PRODUCT NAME	BOTTLES PER CASE	CASES PER LAYER	LAYERS	BOTTLES/PALLET
SHINOBU 15YO Pure Malt Whisky Mizunara Oak Finish	6	18	7	756



# SHINOBU

## Pure Malt Whisky

### Lightly Peated

Mizunara Oak Finish

43%alc. 700ml

#### PRODUCT DESCRIPTION

- Carefully selects the best malt whisky from around the world.
- Finished in precious Japanese Mizunara oak barrels.
- First lightly peated expression from Shinobu Distillery.
- robust and profound body structure.
- Non-chill filtered, no added color.

#### TECHNICAL INFORMATION

- Aged in Sherry and Bourbon Hogshead Casks before finishing in precious Japanese Mizunara Casks.

#### TASTING NOTE

- Nose | Minty and creamy with some light peat and a touch of lemon. Hints of charcoal ash and smoke.
- Palate | Moderate peaty flavor on the palate, mingled with toasted oak, charcoal ash, dry grass and a hint of saltiness.
- Finish | Lingering taste of toasted wood with lots of sweetness from roasted malt.

#### AWARDS

- Double Gold (San Francisco World Spirits Competition 2022)
- Gold 96pts (International Wine & Spirit Competition 2022)
- Gold (The Drinks & Spirits Business Spring Tasting 2022)



#### PACKAGE SPEC

PRODUCT NAME	BOTTLES PER CASE	CASES PER LAYER	LAYERS	BOTTLES/PALLET
SHINOBU Pure Malt Whisky Lightly Peated	6	18	7	756





SHINOBU

SAMURAI SPIRITS · SHINOBU WHISKY



# SHINOBU

## 10 Years Old

### Pure Malt Whisky

### Lightly Peated

#### Mizunara Oak Finish

43%alc. 700ml

#### PRODUCT DESCRIPTION

- Carefully selects the best malt whisky from around the world.
- Finished in precious Japanese Mizunara oak barrels.
- First lightly peated expression from Shinobu
- Complex tastes of seaweed and smoky flavors
- Non-chill filtered, no added color.

#### TECHNICAL INFORMATION

- Aged in Sherry and Bourbon Hogshead Casks for more than 10 years.
- Finished in Japanese Mizunara Casks for 6 months.

#### TASTING NOTE

- Nose | Delicious honey aroma, with hints of chocolate, dry grass and bonfire from lightly peated malts.
- Palate | Caramel, coffee, gentle smoky flavors followed by seaweed and vanilla scent.
- Finish | Long and smooth with notes of salted caramel.

#### AWARDS

- Silver 91pts (International Wine & Spirit Competition 2022)



#### PACKAGE SPEC

PRODUCT NAME	BOTTLES PER CASE	CASES PER LAYER	LAYERS	BOTTLES/PALLET
SHINOBU 10YO Pure Malt Whisky Lightly Peated	6	18	7	756



MIZUNARA



SHINOBU  
DISTILLERY





# GROUP OF COMPANIES



## NIIGATA

Shinobu Distillery  
ST Co., Ltd.  
5120 Echizenhama,  
Nishikan-Ku, Niigata  
City, Niigata Prefecture  
953-0012, Japan

## HONG KONG

Shin Group Corp.  
Retail Shop: Lillion Wine Ltd  
8/F-D, 114 How Ming  
Street, Speedy Industrial  
Bldg, Kwun Tong, Kowloon,  
Hong Kong

Flat H, 17F, Gold King  
Industrial Bldg, Kwai  
Chung, Hong Kong

## TAIPEI

Volfram Enterprises  
Corp.  
Retail Shop:  
Tokinosakagura  
1&2F, No. 3, Sec. 2,  
Ren'ai Rd., Zhongzheng  
Dist., Taipei City 100,  
Taiwan

## SHANGHAI

Shinano Corporation  
6F-A25, Block B, 1FS,  
No.1539, Zhongxing Rd,  
Jing'an Dist, Shanghai,  
China

## SINGAPORE

Dragon Tree Group Pte.  
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10 Admiralty Street,  
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